

CASE STUDY

PROVING NEWSPAPERS WORK: NISSAN USES AUGMENTED REALITY

The Challenge

Nissan wanted to launch its all-new Nissan Altima in an innovative way.

The Objective

To break-through and stand out from all other car advertising and in doing so, get consumers to take action and schedule a test drive.

The Plan

Consumers look to newspapers for the latest automobile news and launches. Both editorial and the advertising in combination provides valuable information about the latest car models.

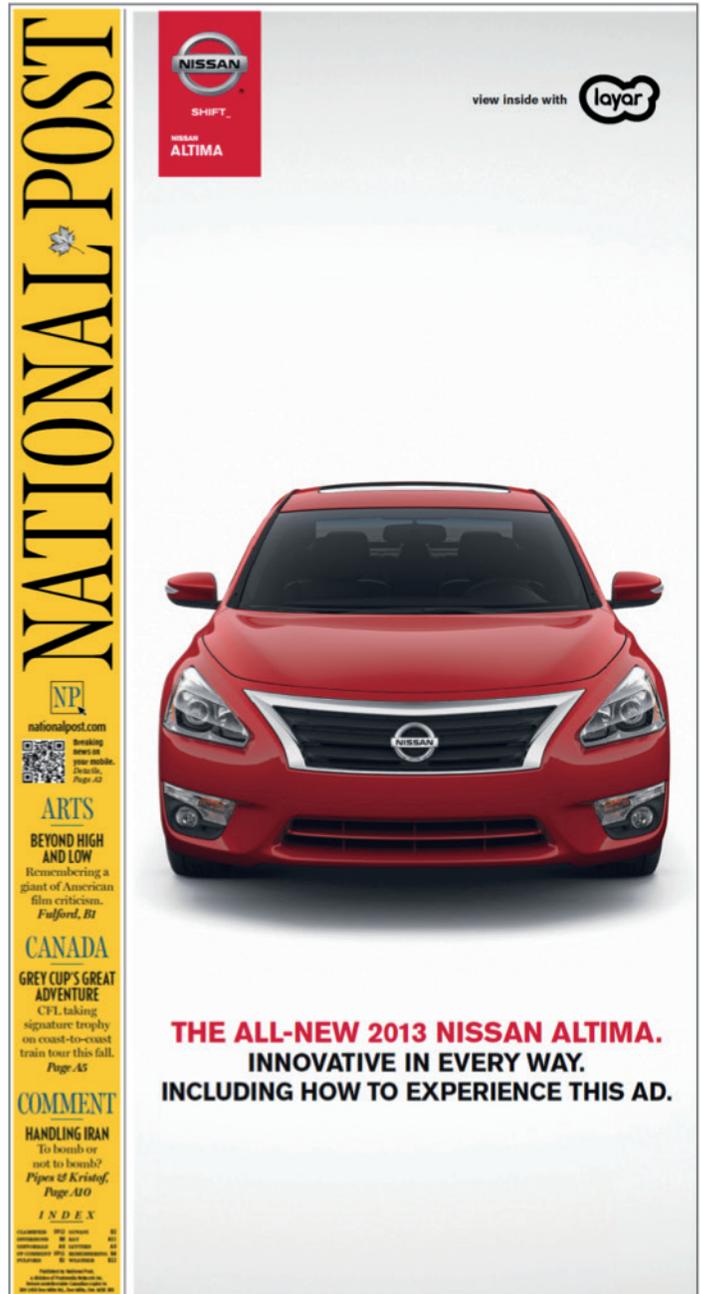
New technology, augmented reality (AR) is allowing newspaper advertisers to deliver their message beyond the printed page. The reader simply downloads an app to their mobile phone, in this case an app called Layar. With the app on, the mobile is held over an ad (which highlighted to have Layar) and 'bubbles' offering further information appear. Alternatively images, sound and video can be shown using the app.

Potential Nissan drivers were identified to be early adopters of technology, so newspapers with Layar technology were a perfect fit!

The Creative

The newspaper ads were created to get noticed in many different ways. And Layar was prominently communicated.

The front of the paper had a four-page cover wrap highlighting Nissan's Altima.



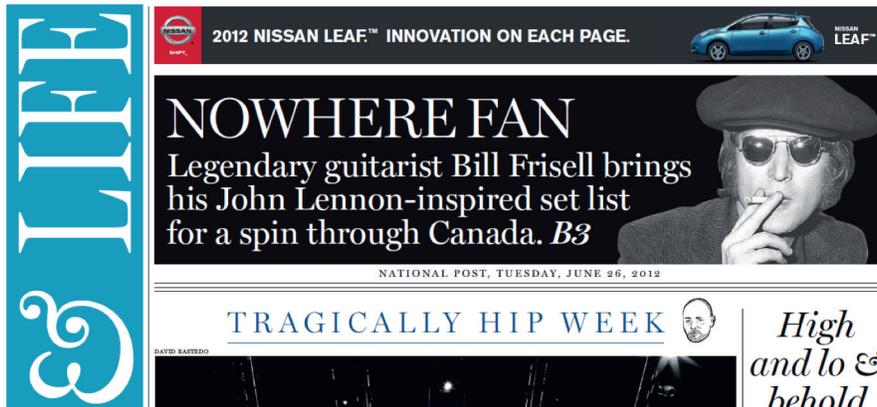
CASE STUDY

PROVING NEWSPAPERS WORK: NISSAN USES AUGMENTED REALITY

Within the wrap, the ad could be scanned to view videos about the car and to instantly schedule a test drive.



At the top of every available page were mini-banner ads created to further intrigue readers on the day of the launch.



The Results

The augmented reality newspaper advertising was huge success for Nissan:

- Over 8 million readers viewed the campaign in one day
- 6,500 page views
- 42% click-through rate
- **Test drives for the Nissan Altima increased by 65%!**

"More and more we see brands and publishers using this technology to infuse their print products with the power of the Internet," said Layar CEO Quintin Schevernels, who says Nissan's campaign is a testament to the effectiveness of interactive print. "By engaging readers through their smartphones, Nissan's print advertisements produced substantial results for their business."

In addition, this campaign won Best of Show in the annual Canadian Media Innovation Awards.

Augmented reality is an exciting addition to print newspapers allowing advertisers to add sound, video and allow customers to click now – and take action immediately!

For further industry information, go to www.newspaperscanada.ca

